WYBC

THE IVY NETWORK CORPORATION
242 - A YALE STATION • NEW HAVEN, CONN. 06520 • (203) 787-0711

S. L. MAIER
PRESIDENT

MARK J. HOFFMAN
SECRETARY – TREASURER

October 13,1971

TO : Stations running Budweiser schedules.

FROM: Mark Hoffman

Enclosed is an additional broadcast order for Budweiser beer. These are bonus spots- three for each week. The fall schedule calls for 14 weeks of spots, although some are running less weeks at a higher frequency than others. This means 42 bonus spots per station. I have scheduled them accoring to weeks-it is up to you to place them within your week's schedule.

Sorry I didn't get this to you earlier, but we gave a try at eliminating the bonus spots. No luck. Remember, bonus spots MUST be included in your affidavits. You may affidavit them separately from the regular spots, if you wish.

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STATION: WYBC DATE: 10/10

ACCOUNT: BUDWEISER BEER AGENCY: D'ARCY

TOTAL NUMBER OF SPOTS: 42X START DATE: 10/18/71 END DATE: 12/17/71

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BROADCAST ORDER
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KEY TO SYMBOLS

A - 60 second spot
B - 30 second spot
C - Time check
D - Other _____
X - Bonus spots
"A" Time- 7-10AM, 5PM-2AM "B" Time-10AM-5PM 2-7AM

MONTH	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	TOTAL
JAN																																
FEB																																
MAR																																
APR																																
MAY																																
JUN																																
JUL																																
AUG																																
SEP																																
OCT																		←		5X	→				←		5X	→				10X
NOV	←		5X	→			←		5X	→			←		5X	→						1X	1X	[THANKSGIVING					1X	1X		19X
DEC	1X	1X	1X			←		5X	→			←			5X	→		[CHRISTMAS VACATION													]	13X

BILLING INFORMATION

GROSS RATE: BONUS NET RATE: _____

Affidavits are due monthly, postmarked by the 15th, for spots run the previous month. (10th for Campus Media) There is a 5% penalty on gross for each week the affidavits are late, up to five weeks maximum.
NO CREDIT FOR SPOTS RUN OR RECEIVED 60 days after due date.

SPECIAL BROADCAST INSTRUCTIONS:

SCHEDULE DAILY AS DESIRED. RUN BEFORE CHRISTMAS. AFFIDAVITS REQUIRED. SCHEDULE CAN BE ALTERED IF YOU HAVE ALREADY RUN SOME OF THESE BONUS SPOTS. STATIONS STARTING VACATION EARLIER THAN SHOWN SHOULD RESCHEDULE THOSE DAYS.